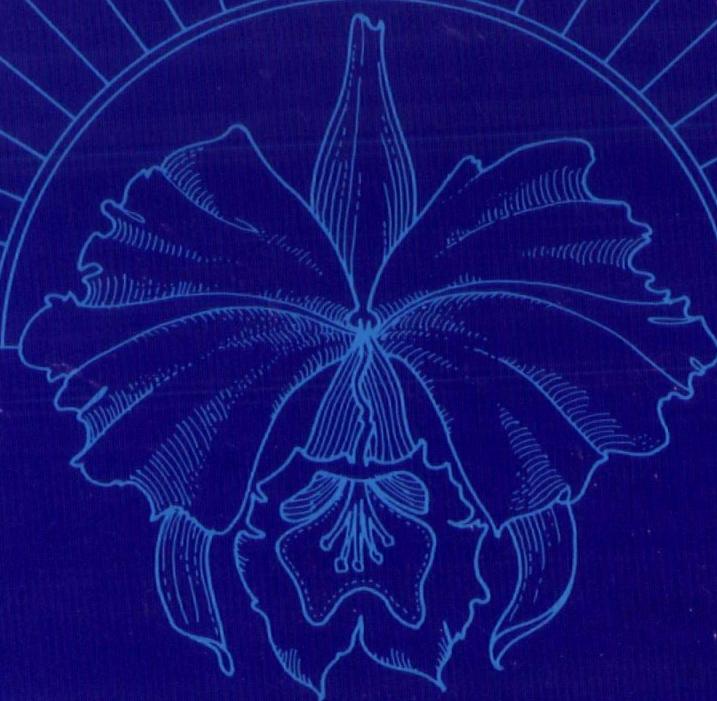
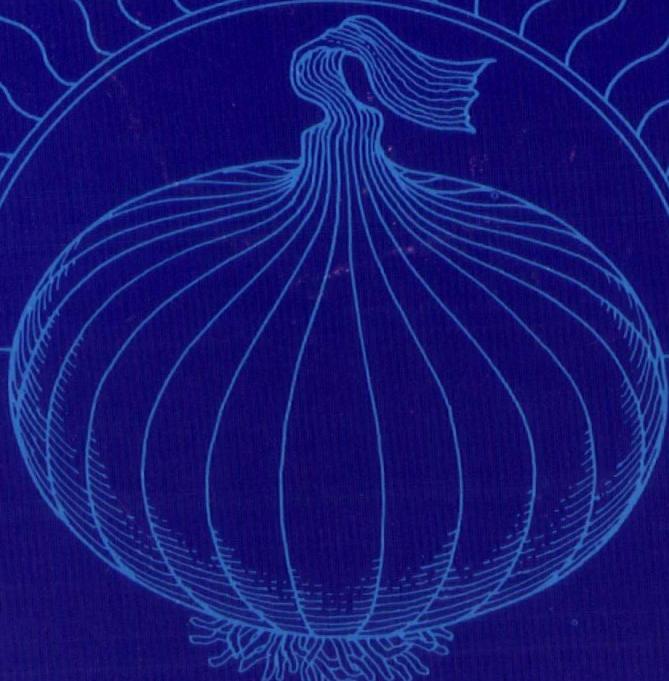


wisconsin architect • December 72



ORCHIDS



ONIONS



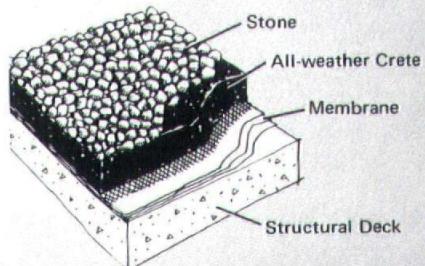
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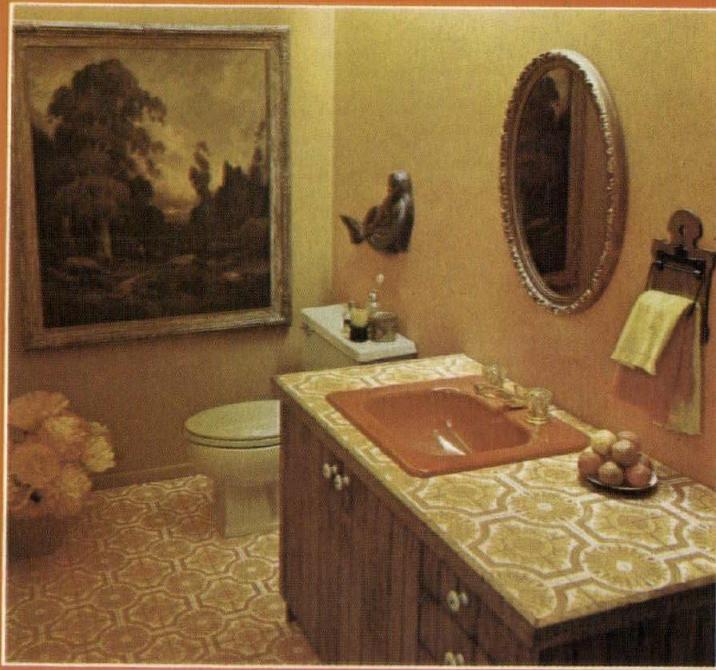
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wisconsin architect



Volume 43, No. 11 December, 1972

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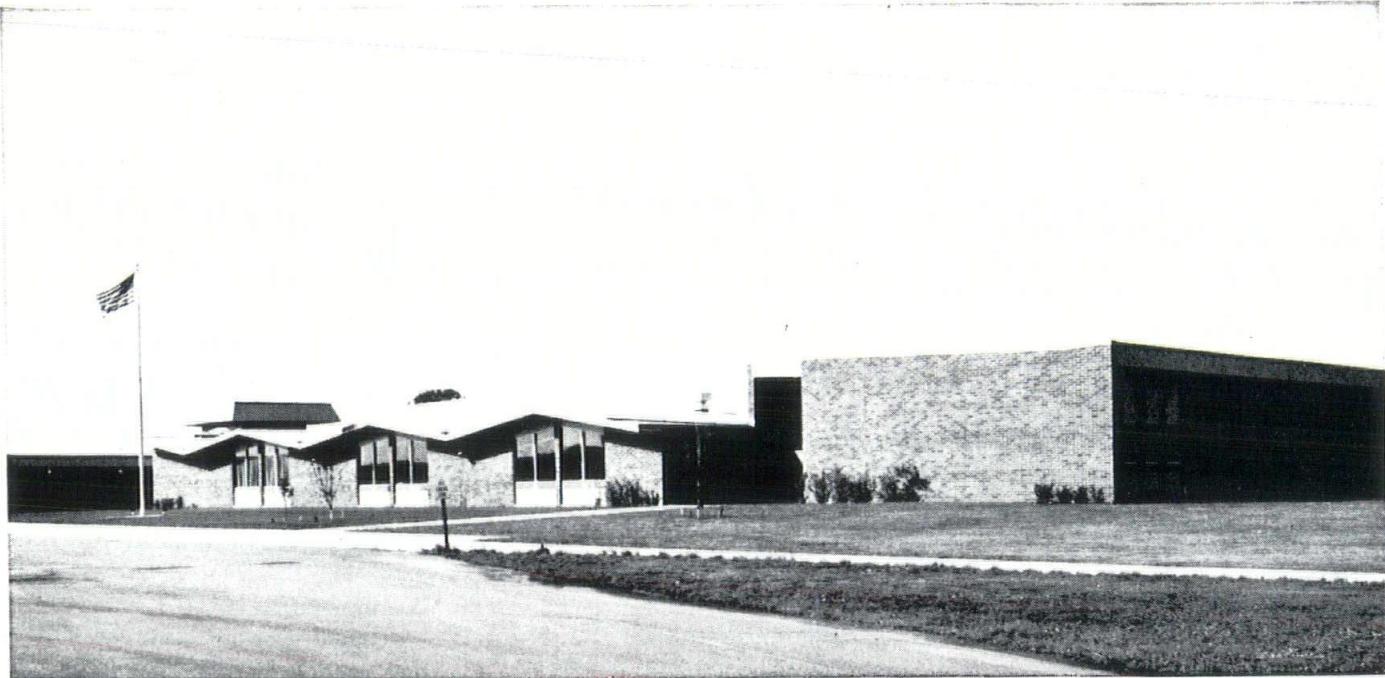
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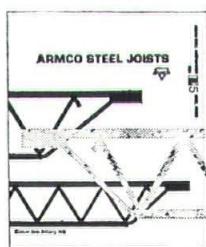
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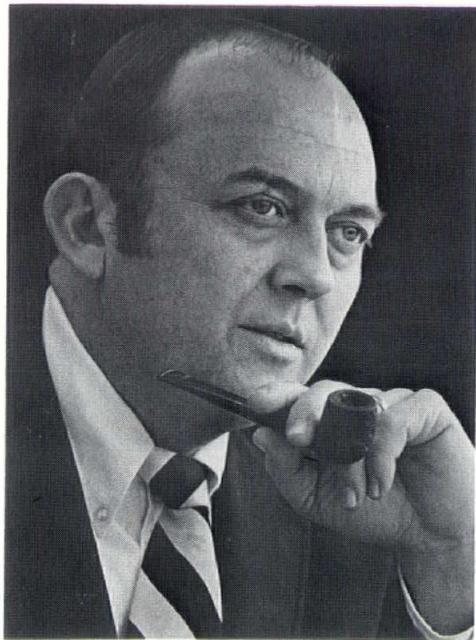


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GOALS AND ACHIEVEMENTS



On December 31st of this year, the one-year term as President of The Wisconsin Chapter, The American Institute of Architects, will come to its conclusion for G. A. D. Schuett who will then serve another year in an ex-officio capacity on the Executive Committee, the governing body of the State Organization.

The American Institute of Architects is the national professional society of the architectural profession in the United States. It has 265 components in fifty states and three territories with more than 22,200 members who are licensed architects.

The AIA has three major missions: To improve and maintain the competence of today's practitioners, to create a sufficient supply of well trained practitioners for tomorrow and to represent

the AIA and its members before professional and industry groups, government and the public so that good design is encouraged by law and demanded by the community.

The AIA's programs and activities are guided by its officers, directors, committees and members, and are carried out by its members and staff on national, regional and local levels.

The Wisconsin Chapter, The American Institute of Architects, is among the most robust and progressive components of The American Institute of Architects and it has gained additional momentum in its activities under the stewardship of President Schuett.

As reported in the July/August issue, President Schuett put top priority on the implementation of a "Plan for Urban Growth," a major national growth policy put forth by the AIA this year.

In this effort, President Schuett traveled the State to communicate with the four Sections of the State Chapter, and he spent a considerable portion of his time speaking to commerce and business leaders, to planning boards and members of the construction industry emphasizing the architects' commitment of making a viable, livable environment for every member of our society.

Responding to the membership's wishes, President Schuett appointed a Task Force for the development of a meaningful public relations program for the Chapter. This program was accomplished, endorsed and implemented in the latter part of this year.

The Continuing Education program was reviewed and new expanded programs were implemented with additional

Training Labs, attracting architects from surrounding states besides good attendance from the Chapter's own members.

The Document Service of the Chapter was considerably expanded and the State Convention was held for the first time at the Playboy Club in Lake Geneva and was a singular success from every aspect of a good convention.

Always concerned about effective communication with the membership, President Schuett initiated a rotating calendar on specific events of interest to all members.

During the tenure of President Schuett, *Wisconsin Architect*, the official publication of the Wisconsin Chapter, experienced financial difficulties which were resolved unhesitatingly and with great expediency.

Recognizing the need for a better communication between the practitioners and the School of Architecture at UWM, President Schuett made it his business to bring about a better relationship and mutual understanding.

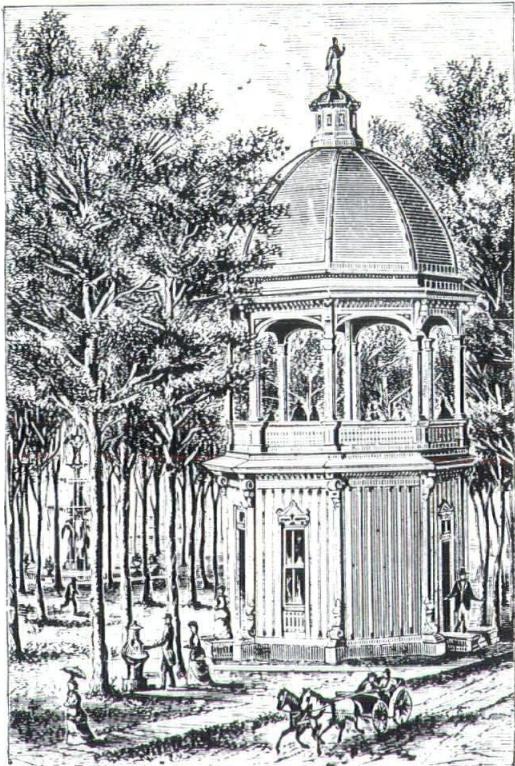
The above are but a few of the demands that are made on a president of a chapter. George Schuett brought his own brand of leadership to the organization. Never one wanting to dominate, he is the first one to point out the importance of the support he had received from the Executive Committee, Primary officers and the entire membership and staff. It was this support and the great "exchange of thoughts" with his fellow practitioners that made his presidency not only an invaluable experience to him but also a successful and enjoyable one for the Chapter.

PROSPECTS FOR THE PAST

Several years ago, Sheboygan, as so many other communities, began to experience accelerated deterioration of its older central area. The City felt that if left unchecked, this central area would deteriorate to a point where stability and basic vitality of the area would be jeopardized. Addressing itself to this problem in 1966 Sheboygan reactivated its Redevelopment Authority with James Paulmann, chairman; Mark Eggebeen, vice-chairman; members John Demaster, Kurt Falk, Francis Feld, Fred Haaker, Nick Schipper and Frank J. Paquette, Executive Director, and charged it with the responsibility of initiating appropriate programs which would reverse the blighting process and restore the area to a long term sound condition.

The Pioneers of the City of Sheboygan, dedicated to public use, four acres of ground in the heart of the city, which is covered with the original forest growth of evergreens. The Water and Park Commissioners of the City have erected a beautiful fountain, at a cost of \$1500, in the centre of the Park, and a tasteful building, 65 feet high, surmounted with a bronze statue of Hebe.

The artistic embellishments added to the natural growth of the forest, makes this one of the finest Parks of its size in the country.



FOUNTAIN PARK, SHEBOYGAN, WIS.



GRANITE ROCK SPRINGS

The strongest mineral water in the State.

FREE FROM
ORGANIC MATTER,
BERTSCHY & THAYER,
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PROF. CHANDLER,

of New York, finds 590 grains of medicinal salts in one gallon. PHYSICIANS find it cures
Piles, Dyspepsia, Urinary Derangements, and Sick Headache.

The PEOPLE find it contains the elements of health and produces
SOUND AND REFRESHING SLEEP.

Send 75 cents for sample two-gallon jug.

As one of these programs, the Sheboygan Department of City Development recently published a brochure containing an inventory of notable architecture in Sheboygan's urban renewal district, an area of 495 acres in the central portion of the City containing nearly 1,100 structures.

In the introduction to the brochure: "Prospects for the Past" — a study of notable Architecture — Sheboygan Renewal Area — 1972, the Authority recognizes that change is unquestionably necessary but insists that "people in the city need a means to recognize and hold their cultural and physical roots. A city's architectural and historic qualities can satisfy at least part of these needs — buildings and sites act as visible reminders of days gone by. For these reasons it seems apparent that the best of a city's urban fabric should be preserved." The Authority further realizes that conflicts between change and preservation must be resolved and that contemporary architecture and urban planning can be successfully integrated with those of the past. Beyond producing a basis for sound preservation within urban renewal, the Authority also intends the brochure to be educational: "few people are aware of the landmarks that are worth saving or of the methods by which they can be preserved. Fewer still even seem to care about them. Our apparent beliefs in obsolescence foster "throw-away" attitudes in regard to the architecture of our city. In order to preserve the best, therefore it seems that a serious re-evaluation of those attitudes is needed."

The handsome 40 page brochure succinctly states the background for the study, a survey and summary, recommendations for urban renewal and proposals for community activities which would ensure public interest in the maintenance and enhancement of Sheboygan's historic assets and a serious concern for the city's elegance and physical quality. The preparation of the brochure was financed in part through a Federal advance from the Renewal Assistance Administration, U.S. Department of Housing and Urban Development and in cooperation with members of the Sheboygan County Landmarks, Ltd. Consultants were Mary-Ellen Wietczykowski and Barton-Ashman Associates. Erik Jensen, Rehabilitation Planner with the Sheboygan Department of City Development, was responsible for the Survey and Report and all photos with the exception of the drawing of the Park and the Adam Imig and George St. Sure Residences.

We here reproduce some of the already vanished landmarks contained in the brochure and thirteen buildings the Authority considers the most notable ones in the survey. Wm. F. Weeks, Jr., of W. C. Weeks, Inc., architects of Sheboygan, is credited with drawings.

The brochure may be obtained from the Sheboygan Department of City Development, 828 Center Avenue, Sheboygan, 53081.

SOME OF SHEBOYGAN'S VANISHED LANDMARKS:

These four distinguished old homes have all been demolished within the past few years:

1. **ADAM IMIG HOUSE**, 536 Wisconsin Avenue (Most recently King's daughters home).
2. **GEORGE ST. SURE HOUSE**, 911 Michigan Avenue.
3. **GEORGE END HOUSE**, 807 North 7th Street (Most recently Elks' Club Building).
4. **ERNST CLARENBACH HOUSE**, 605 Wisconsin Avenue (Most recently American Legion Hall).

Opposite page: This Old Drawing Of the Park taken from a publication of the period shows the original 65 foot high gazebo with a bronze statue of Hebe. The fountain in the background at the center of the park was built in 1876. It was removed in 1921.



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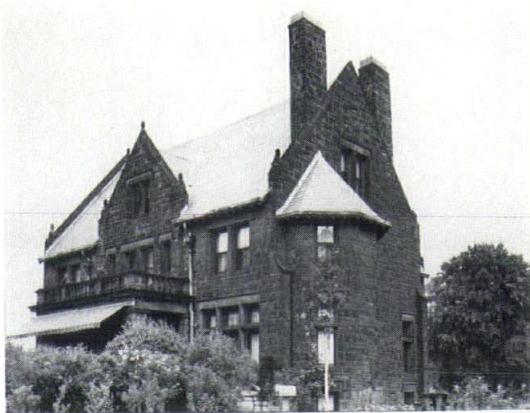
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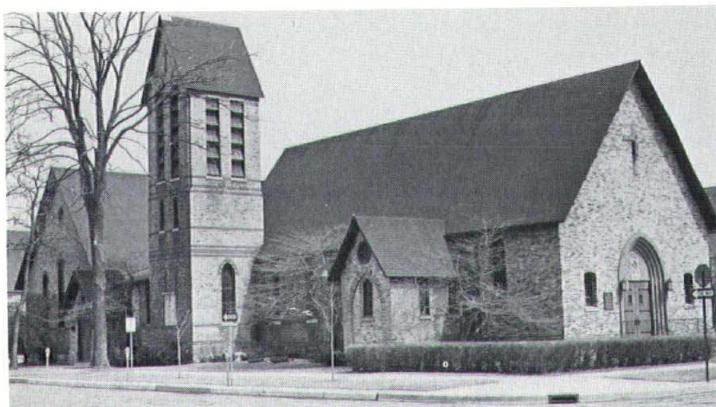
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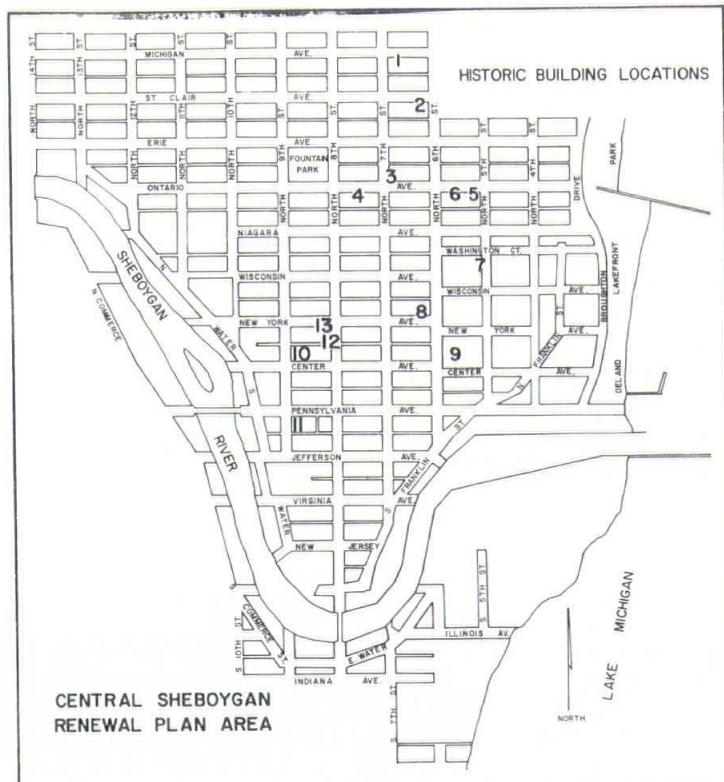
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SHEBOYGAN'S MOST NOTABLE:

1. PETER REISS HOUSE, 1227 North Seventh Street.

Peter Reiss, son of Clemens Reiss who founded the C. Reiss Coal Company, built this imposing residence in 1905-06. His architect was Alfred C. Clas, partner in the well-known Milwaukee firm of Ferry & Clas. The Reiss mansion is the product of an era of eclectic architecture and gracious living. Predominantly red sandstone, the exterior calls to mind the Richardsonian Romanesque style in its massiveness and rock-faced masonry, but the label mouldings above the windows point to Gothic influence and the Ionic columns of the entrance porch are classical details. Especially noteworthy features of the interior are the finely detailed woodwork and leaded glass windows. Both house and grounds are in excellent, original condition.

2. A. P. LYMAN HOUSE, 1126 North Sixth Street.

Standing on a spacious, well-tended lot, this elegant building is thought to have been erected during the 1870's as the residence of Asahel P. Lyman, enterprising businessman and land-owner. It is a handsome specimen of Italianate design built of local cream-colored brick, now painted pale green. The front porch, with its nine Ionic columns, may be a later addition; the nearby carriage house was constructed in 1908. In 1876 Lyman sold the property to Frederick Karste, treasurer of the C. Reiss Coal Company and president of the German Bank. In 1899 ownership passed to Gustave Huette, Karste's son-in-law and president of the Sheboygan Falls Machine Company. Forty-four years later it changed hands again, and at that time the home was converted into an apartment building.

3. GRACE EPISCOPAL CHURCH, 1011 North Seventh Street.

One of the oldest religious buildings in Sheboygan, Grace Episcopal Church was erected in 1870 to replace the original structure of that parish built in 1847. The architect was W. Russell West, about whom, regrettably, nothing save his name is known. The contractor was Jacob Hilpertshauser of Sheboygan. Several additions have

been made over the years, but the basic character of the 19th Century church has been retained. The steeply-pitched gabled roofs, the pointed arches of doors and windows, and the general emphasis on verticality are all Gothic-inspired features. More specifically, the tower, with its bands of red and yellow brick, reveals the influence of High Victorian Gothic design. In 1972 Grace Episcopal Church was designated as a Sheboygan landmark by Sheboygan County Landmarks, Ltd.

4. FRIENDSHIP HOUSE, 721 Ontario Avenue.

This attractive, well-maintained example of the Italian Villa style dates from the early 1870's. It is believed to have been built for John Pfeiler, proprietor of the Park Hotel, formerly located in the same city block. The home changed hands in 1885 and in 1910 it became the property of the Kohler Foundation. Since then, it has served as the Friendship House (originally named Home of the Friendless) for hundreds of Sheboygan County's neglected, delinquent and dependent children, providing experiences and a place for basic social behavior traits to be nurtured. Its Italianate features include elliptical and round-arched openings, richly bracketed cornice, low-pitched hipped roof, and cupola ("widow's walk") crowning the composition.

5. HENRY JUNG HOUSE, 503 Ontario Avenue.

Sheboygan industrialist and financier Henry Jung built this capacious residence in 1900-01. Like the Peter Reiss house on Seventh Street, Jung's home reflects both late Victorian and Neo-Classical tastes — a combination not uncommon at the turn of the century. Victorian elements include the picturesque skyline and asymmetrical plan and elevations, while classical influence can be seen in such details as the Palladian windows and the broken pediment and Ionic columns of the veranda. The house survives in close to original form, the only significant alterations having been removal of a section of the porch and a few changes on the interior. At present the property is owned and maintained by Sheboygan County Halfway House, Inc., an organization that provides a transitional home and experience for people returning to productive life in the community after hospitalization or other periods of disability.

6. FIRST BAPTIST CHURCH, 521 Ontario Avenue.

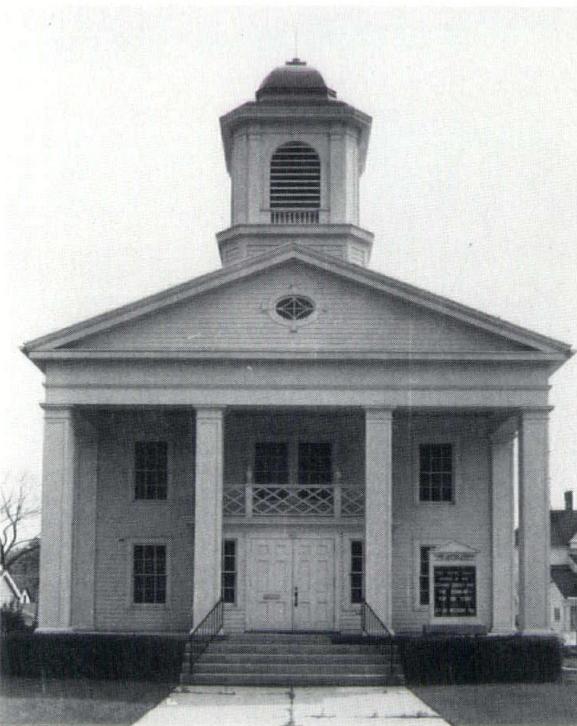
Construction of this Greek Revival church began in 1845 and was completed six years later. Today, First Baptist is the oldest surviving church edifice in Sheboygan. Built almost entirely by members of the congregation led by a Baptist missionary named Griffith, the church was first located on the north side of Wisconsin Avenue between 7th and 8th Streets. It stood on a high foundation, a long flight of steps joining street level and entrance. When it was moved to its present site in 1926, a new, lower foundation was built and an addition, comprising baptistry, organ chamber and choir alcove, was erected at the rear of the original fabric, which then became the main auditorium. The impressive, colonaded portico and the vestibule are later construction, too, as is the present cupola, though the latter closely resembles a cupola that had been part of the original building. It is possible that the design of the pre-Civil War church was influenced by A. L. Weeks, a Sheboygan architect, who reportedly executed some of the carving. But as yet, there is no evidence that he drew the plans.

7. T. M. BACKSTOCK HOUSE, 507 Washington Court.

This charming, ornamental Italian Villa is one of the finest 19th century homes remaining in Sheboygan. Designed by the local architect A. L. Weeks and built in 1864, it was the home of Thomas M. Blackstock, who figured prominently in Sheboygan and Wisconsin history. Blackstock immigrated from Ireland, arriving here in 1849. He was instrumental in organizing and served as president



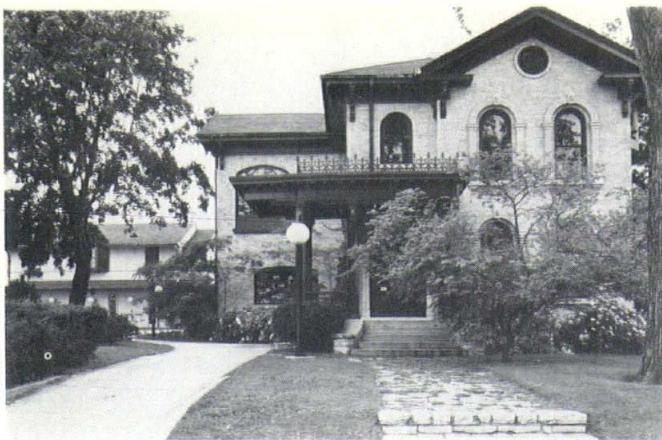
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of the Phoenix Chair Company, the Sheboygan Mutual Loan, Savings and Building Association, and the South Sheboygan Land Company. Politician as well as businessman, he was elected to the Wisconsin State Assembly and to three terms as Mayor of Sheboygan. Blackstock's home has been beautifully preserved and maintained on exterior and interior.



9.

8. J. M. KOHLER ARTS CENTER, 608 New York Avenue.

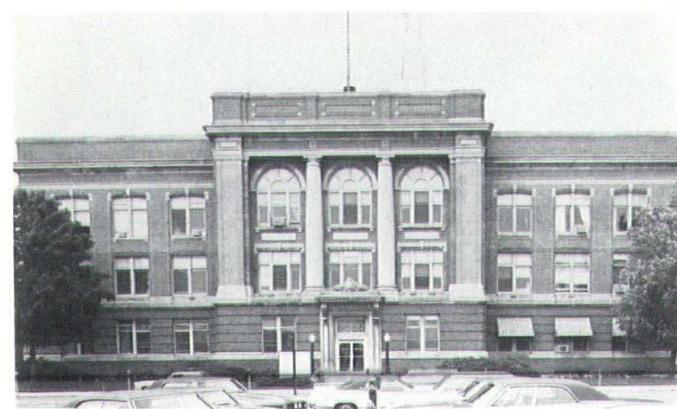
The Italianate residence, built in 1882, was the homestead of the famed John Michael Kohler family. A native of Austria, Kohler commenced his business career in Sheboygan during the early 1870's and by 1873 had purchased an interest in Vollrath Foundry, manufacturers of agricultural implements. Six years later he and two new partners founded the firm of Kohler, Hayssen & Stehn and began producing ornamental ironwork, cast columns for buildings, and in due course, enameled cast iron plumbing fixtures. Thus began the business that still bears the family name. In 1966 Kohler's home was deeded to the Sheboygan Arts Foundation with the provisions that it become a community arts center commemorating the Kohler family and, particularly, J. M. Kohler, and that it be used for "art, literary, theatrical, and educational purposes." The former residence was renovated, and in 1970 the new wing on the north added a small theater, classrooms, and galleries. Today, this Sheboygan Landmark provides a place for the entire community to participate in and enjoy the arts.

9. COURT HOUSE, 615 North Sixth Street.

The Sheboygan County Court House stands on the property that was the site of the third County Court House built in 1868. The structure was situated on the southwest corner of the block and was utilized until completion of the existing Court House in 1934, at which time it was demolished. Mr. A. L. Weeks was the architect and superintendent for the 1868 building.

Architects for the present building were the K. M. Vitzthum & Co. Inc. of Chicago and W. C. Weeks, Inc. of Sheboygan (son of A. L. Weeks). John Burns, an employee with the Vitzthum firm, was the designer. Satre and Senescall, another local firm, were associate architects. All of the working drawings were made at the W. C. Weeks, Inc. office.

The bold, massive structure is Sheboygan's outstanding monument to the Art Deco style. Though affected by Egyptian and Mayan art, among other sources, the Art Deco was an aggressively modern style, characterized by the use of setbacks, stylized low-relief ornament and, on interiors, sleek and highly polished materials — marble, metal, glass, and wood. A distinctly jazz-aged style Art Deco was employed by American designers of commercial and public buildings during the 1920's and 30's. Both the interior and exterior are in excellent condition, with much of the original interior detail still intact.



10.



11.

10. CITY HALL, 828 Center Avenue.

Another of the classical modes revived as part of the Academic Reaction that dominated building design in this country from the 1890's to the Depression era was the Georgian style, based on British and American architecture of the 18th century. City Hall is a good example of Georgian Renewal in Sheboygan.

The building has been the headquarters of City Government since 1916. It was constructed at a cost of about \$150,000, and is Sheboygan's first City Hall. Its distinguished style is shown by the projected central portion of the building, the two center columns, third

story arched windows, pedimented doorway, and general symmetry of design. The concrete and brick structure was designed by H. W. Buemming, architect of Milwaukee. W. C. Weeks of Sheboygan was an associate architect. Several alterations, primarily to the interior, have changed its appearance somewhat, but the exterior has remained essentially the same.

11. JUNG CARRIAGE FACTORY, 829-835 Pennsylvania Avenue.

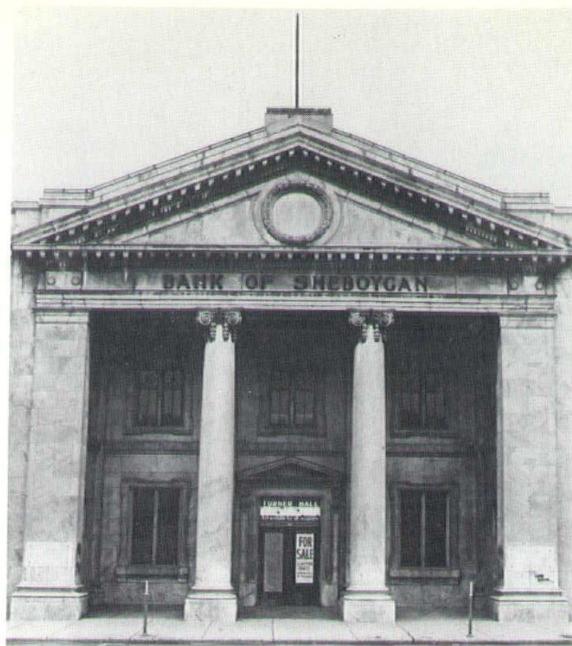
The Jung Carriage Factory building is one of the city's most important 19th century commercial and manufacturing structures. It was built about 1885-87 for Jacob Jung, an early Sheboygan industrialist, for the manufacture of horse-drawn carriages, wagons, and sleighs. The building is primarily of timber construction with a brick and stone facade that is Richardsonian Romanesque in style. Alterations over the years have changed the appearance of the structure to some extent, but most of its original character remains and relatively minor renovation could easily restore it to original form. Both for its design and for its significance in local history it merits recognition and preservation.

12. BANK OF SHEBOYGAN, 618 North Eighth Street.

By the end of the 19th century the picturesque, eclectic Victorian architectural styles were declining in popularity, and American architects and their clients were looking with new favor on the Grecian, Roman, and Renaissance forms that attracted them before the Civil War. This resurgent classicism, labeled the Academic Reaction by historians, was given great impetus by the architecture of the World's Columbian Exposition, held in Chicago in 1893, and thereafter enjoyed enduring esteem in the United States, persisting well into the 20th century. Perhaps the best remaining example of the Academic Reaction in Sheboygan is the former Bank of Sheboygan, a stately edifice erected in 1910 at the cost of \$80,000. Presently all that remains of the original building are the monumental Georgian marble facade, bearing walls, and the roof structure. Most interior features, including stained glass ceiling, clock, light fixtures, and murals, have, unfortunately, been removed or destroyed. And the building has been vacant for some time. Because the one-time bank is of considerable architectural and historical importance to the community, preservation alternatives should be explored. Ideas for its use have generally centered on saving and cleaning the facade, with one or more new structures to be built at the rear of the lot. Among the possibilities mentioned have been: new office construction; small shops arranged in arcade fashion; a pedestrian passage or atrium to mid-block.

13. M. R. ZAEGEL & CO. BUILDING, 632 North Eighth Street.

The southwest corner of Eighth Street and New York Avenue in downtown Sheboygan has long been associated with the retail drug business. In 1859 Dr. Julius Beitzmann opened a pharmacy here in a small frame structure. In 1886 Beitzmann died, and his firm was acquired by Max R. Zaegel and Dr. Carl Muth. The frame building was then moved to a site adjoining the Bank of Sheboygan, and the present three-story brick structure was erected. Zaegel carried on his business until 1920 when he sold it to I. C. Thomas, who, in turn, continued the drug store until 1971. Today, their building stands nearly vacant. Except for remodeling of the facade's first story, the exterior remains intact, its ornate brick work, with varied patterns, courses, and colors, giving it a special interest and a character unique among Sheboygan's 19th century commercial buildings. A productive use for the structure should be found, for it merits preservation on the basis of both architectural and historical significance.



12.



13.



13.

ORCHIDS & ONIONS

by Mary Dee Tans



ORCHID "An exciting alternative to the army barrack type of apartment building": Charing Cross apartment complex designed by John B. Shepherd.



ONION "Esthetically barren rows of duplexes unrelieved by trees or plantings" in Midland Realty's new housing development near Madison.



ORCHID A rubble-strewn lot converted into a delightful arboretum called Walden Park, on one of the busiest corners on campus.

Opposition to blind progress

Maintaining and enhancing the quality of the environment in Madison and Dane County is the goal of a citizens' action group called Capital Community Citizens (CCC).

One of the group's best known programs is their annual Orchid and Onion awards, at which many businesses, government officials and citizens are either complimented or chided about how they have treated the environment.

Officials may grumble, especially when an Onion bears their name, but the awards have become a focal point of the group's citizen education program, capturing the attention of local and national news media and community leaders.

Many criticize the group and its Orchid and Onion awards as signifying opposition to progress, while CCC leaders claim that they signify rather "opposition to blind progress."

But for many who see the environmental tragedies continue and say "somebody ought to do something about that," that Somebody is the CCC in our capital city.

The 26 awards for 1972 were paired as good and bad examples of how man affects the same environmental situation. Architects and builder-developers came in for a good share of both compliments and complaints in the 1972 awards, presented at a June luncheon.

In the housing area, the Charing Cross apartment complex won an Orchid for Hilldale Center, Inc., and architect John B. Shepherd. The CCC philosophized that "Man shapes his space and his buildings, but once planned and built, they shape him."

The CCC called Charing Cross "an exciting alternative to the army barrack type of apartment buildings which abound in Madison."

Contrasting this type of building are "the esthetically barren rows of duplexes unrelieved by trees or plantings" which earned Madison's Midland Realty an Onion. The CCC explained that "as a major realty company in Madison, Midland Realty owes its customers and the

city more leadership in the creative use of our dwindling space."

Another Onion was awarded to Madison apartment building owner and builder John Hart, as a "prime example of those who reap profits from the land, the city, and tenants without giving anything in return."

The CCC charged that Hart's buildings are "uniformly designed, dull, squat cubicles unrelieved by imagination or grace."

The landscape, called "an affront to the land," is achieved by removing all topsoil, placing plastic sheeting to stop plant growth, and scattering a scant layer of crushed rock to eliminate all maintenance.

It's hard to make trailer courts appealing, but the CCC complained that Happy Acres Trailer Court in Madison richly earned its Onion for displaying "a disappointing disregard for appearance and environment."

Three other Orchids awarded in the housing area concerned renovating and improving deteriorating property, common in most major cities.

Project Fresh Start, an innovative program that rehabilitates houses and boys, won an Orchid. By renovating, landscaping, and then selling old-but-sound homes that might otherwise have become totally deteriorated, Project Fresh Start simultaneously fights neighborhood blight and gives jobs, training, and a creative, vital group experience to boys who need a new start in life.

To illustrate that one man can start a movement, the CCC awarded an Orchid to Robert Knoelke, a Madison resident, who bought and extensively rehabilitated three adjacent older homes in an area which is becoming neglected. His success has inspired similar work in the neighborhood.

In another part of town, a neighborhood in South Madison was awarded an Orchid for its vitality and community spirit in rejuvenating the area, which now enjoys a delightful renaissance.

Although many local and state dignitaries attended the Orchid and Onion

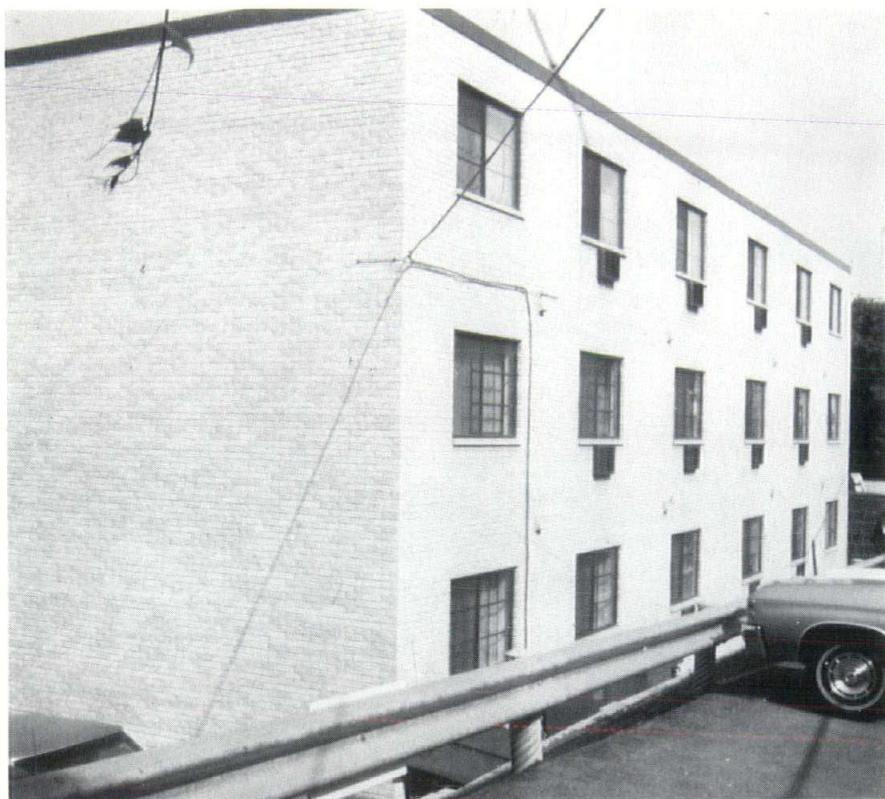


ORCHID Project Fresh Start rejuvenated boys and houses, including this Shepherd one.

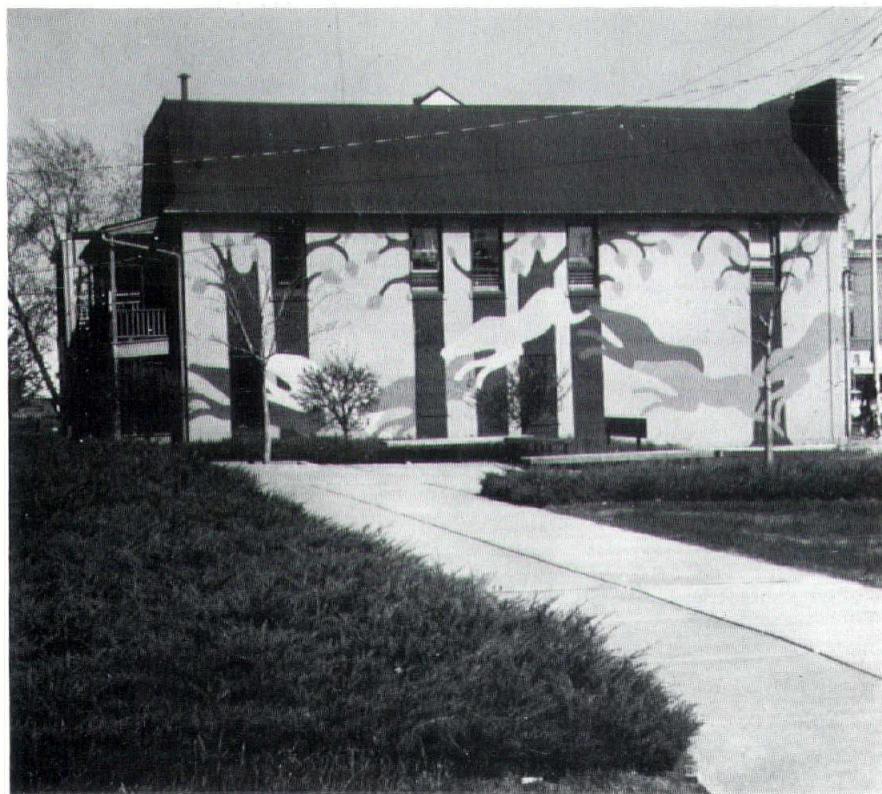


ORCHID The new South Madison Center, designed by Architects Bowen and Kanazawa, Madison.

ORCHIDS & ONIONS



ORCHID *Cheerful and clever mural painted on a previously unexposed wall by UW student artists called New Walls.*



ONION *"Uniformly designed, dull, squat cubicles unredeemed by imagination or grace": John Hart apartment buildings in Madison.*

award luncheon, Madison's mayor William Dyke was conspicuously absent.

The mayor was awarded, in absentia, two bloomin' Onions: one for "clinging to a state of mind which rejects the feasibility of an effective mass transit system for Madison," and another for vetoing a city council order to have two illegal billboards removed from city land.

The mayor said he "accepted the awards with pleasure" but declined the group's invitation to lunch.

In mass transit, other Orchids went to 1) Governor Patrick Lucey and the state building commission, for reallocating \$2.1 million earmarked for parking stalls in a new state building to "transportation accommodations," which may mean mass transit, and 2) to three Madison aldermen, who successfully argued that the money to be spent for widening an alley into a four-lane thoroughfare would be better spent elsewhere.

Another mass transit Onion went to the county board, for granting special parking privileges to employees, thus encouraging more downtown area traffic.

Billboards were criticized as esthetic insults in the mayor's award, and in an Orchid presented to the Madison suburb of Shorewood, for being the first Wisconsin city to effectively ban billboards.

A group of University artists who formed a cooperative to create murals instead of billboards on buildings, whose side walls were never before exposed, also merited an Orchid.

Ecology-type Orchids went to UW students who converted a downtown rubble-strewn lot into a small arboretum called Walden, a school district which created an Outdoor Education Center, and to nine oil companies who deeded a total of 148 acres of marshland in their tank farm to the State Department of Natural Resources for preservation.

Illustrating the rarity of a pat-on-the-back to oil companies by environmentalists, representatives of all nine companies attended the luncheon to receive their award.

Anti-Ecology Onions were served to an apartment complex owner who illegally destroyed a marsh, and to members of the county board who voted to develop an area previously designated for limited use.

Politics also became an issue. The mayor of nearby Middleton received an Orchid for his "many programs to enhance the environmental quality of Middleton," while the town board of nearby Fitchburg was chided for its "inept, antiquated and unimaginative zoning" which has resulted in a major road becoming "an environmental and esthetic slum."

A special seedling was planted in the minds of the University, the State Building Commission, and the City Planning Department for their failure to jointly solve mutual problems associated with plans for the University's Medical Center complex.

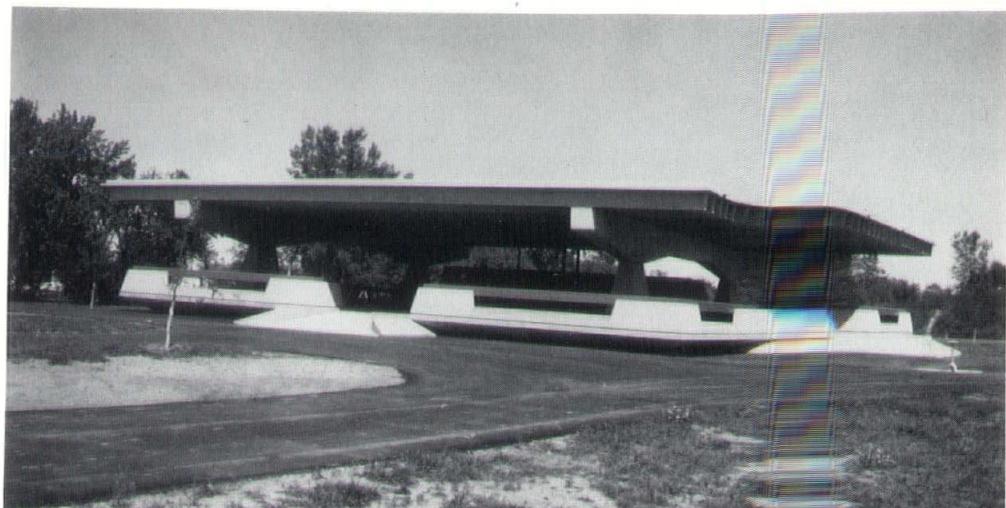
The CCC also awarded three Orchids and Onions relevant to its slogan of "More is Less," which calls attention to the limitations of personal freedom resulting from unregulated rampant growth in Madison.

A "More is Less" award went to Zero Population Growth, for "bringing to the public attention the relationship between consumption and population...."

In contrast, Onions for encouraging a "Bigger is Better" philosophy were presented to the developers of huge outlaying shopping centers near Madison called East Towne and West Towne.

Also along the "More is Less" theme, the CCC castigated the Madison newspapers for publishing an annual business section which it calls "an extravagant celebration of growth and the indiscriminate expansion of Madison area business and industry."

While similar groups are being formed to carry on the citizens' battle for environmental quality in other cities, the Capital Community Citizens remains the "Somebody" who is doing something in our capital city.



ORCHID Penn Park shelter house in South Madison, designed by ~~As~~sociated Architects of Madison.



ONION Unrelieved expanses of concrete surrounding the new East Towne Shopping Center, built by Jacobs, Visconti and Jacobs, of West Lake, Ohio.



ORCHID A new housing project in South Madison, designed by Architects Bowen and Kanazawa, Madison.

WISCONSIN CONSTRUCTION USER'S ROUNDTABLE

Late in 1970 fourteen executives representing major Milwaukee corporations which are among the largest customers of the construction industry in this state formed the Wisconsin Construction Users Roundtable (CURT), joining what has been termed nationally as a "management movement of corporate executives."

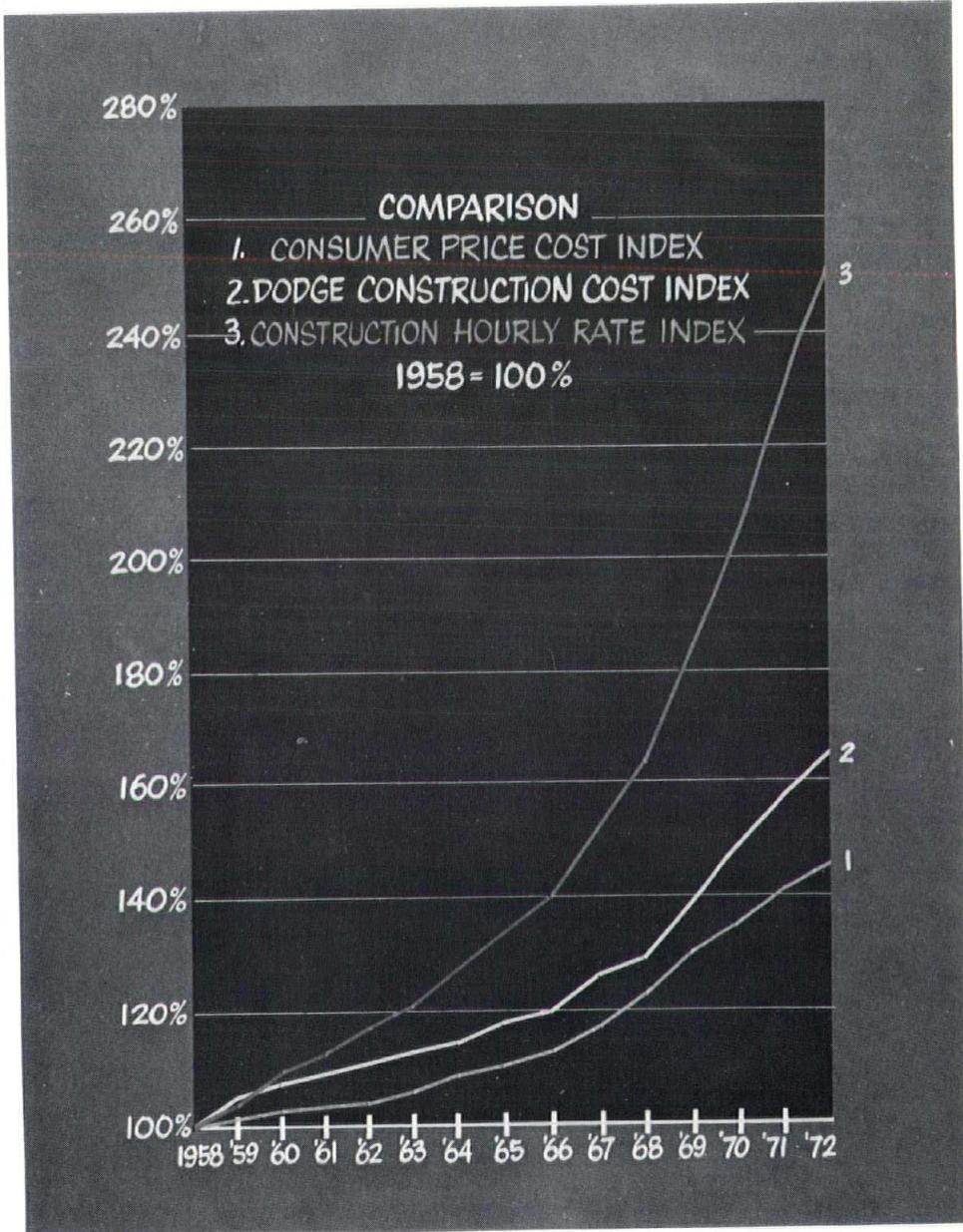
Prompted by the alarming rate of inflation in building costs Roger M. Bough, retired chairman of United States Steel Corporation, founded a national organization called the Construction Users Anti-Inflation Roundtable in New York. In mid-November of last year Construction Users Anti-Inflation Roundtable joined forces with the Labor Law Study Committee as the Business Roundtable — For Responsible Labor-Management Relations.

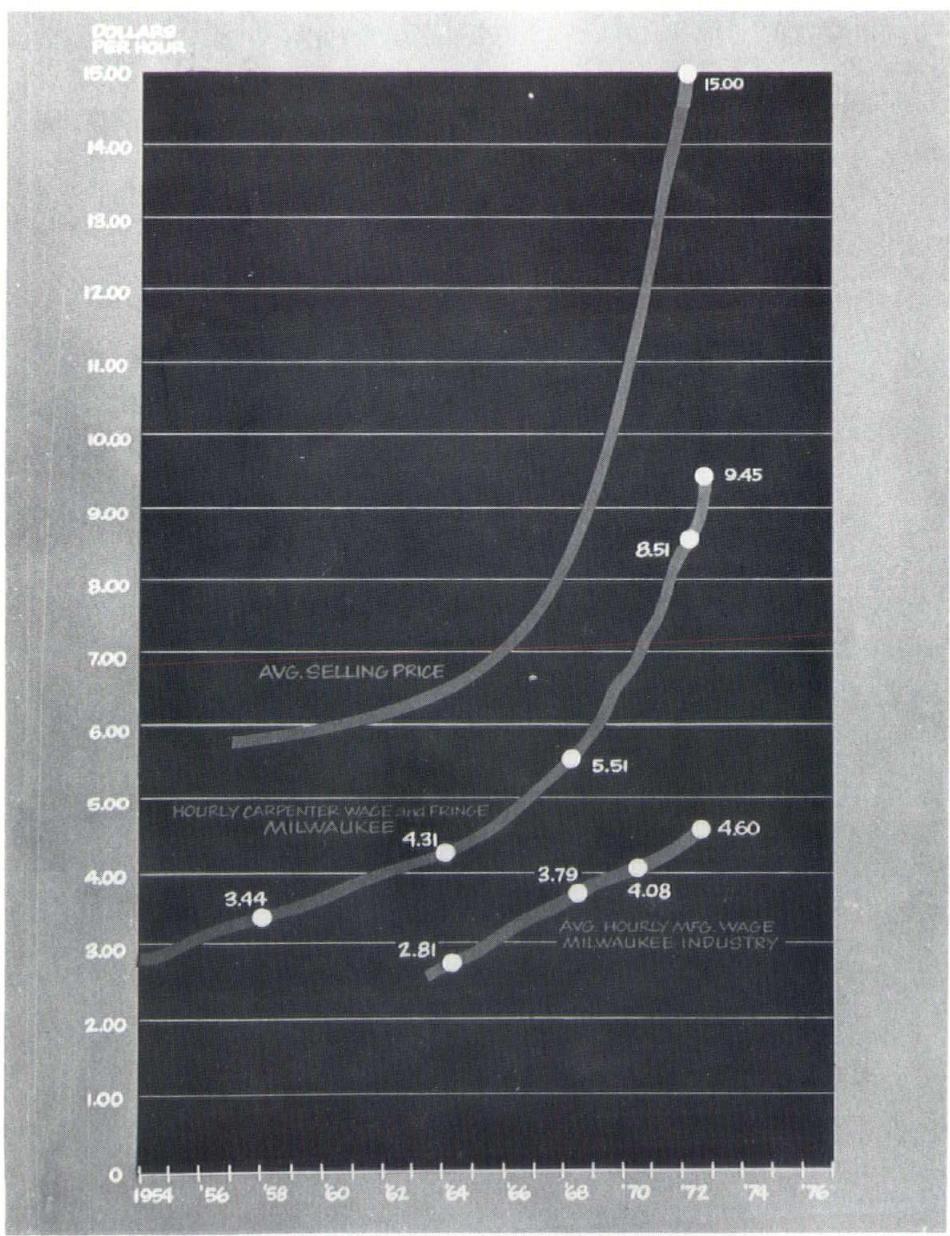
There are more than thirty-five groups in other areas of the country all dedicated to stem "as forcefully as possible unreasonable and inflationary construction costs, particularly as created by spiraling labor wages which are not related to productivity."

The construction industry is the largest single industry in the United States, more than \$90 billion larger than the combined volume of either the automobile or steel industries. Any inflation in this industry automatically produces a spiraling inflationary influence on the national economy on the whole.

Business leaders throughout the country have been disturbed by labor's common cause and common direction, common goals and coordinated strategy and political success.

Slowly, corporate chief executives





developed movements of their own and now they have merged two of their effective national units, Construction Users Anti-Inflation Roundtable and the Labor Law Study Committee, into one such movement, just as the AFL and CIO merged back in 1955.

Chief objectives of the Business Roundtable — For Responsible Labor-Management Relations include matching labor's power at the bargaining table, federal legislation as developed by the former Labor Law Reform group, an effort to neutralize the power of the union hiring hall and to ease the obtaining of court injunctions against union strikes. The Business Roundtable will provide closer coordination, wider participation and unity of action of construction users for the cause of greater productivity and profits for greater distribution and expansion. It intends to return the management functions of the construction industry to management.

Wisconsin Construction Users Roundtable is affiliated with the Business Roundtable — For Responsible Labor-Management Relations and, in this state with the Wisconsin Manufacturer's Association.

Wisconsin Construction Users Roundtable is an autonomous organization and its principal executive body is the Policy Committee which consists of thirteen members, each of whom represents a major construction user in Wisconsin and a chairman.

The working body of the Roundtable is the Board of Directors which is composed of the members of the Policy Committee and twenty-five additional representatives of major construction

WISCONSIN CONSTRUCTION USER'S ROUNDTABLE

continued

users throughout the state.

Wisconsin CURT is a blue-ribbon organization and its roster reads like "who is who" in Wisconsin's world of commerce and industry.

Chairman of the Policy Committee is Arloe W. Paul, retired President of Allen-Bradley Company; members are: Merlin H. Birk, President of Aluminum Specialty Co., Manitowoc; Kermit N. Caves, Secretary of Snap-On Tools Corp., Kenosha; Francis Ferguson, President of Northwestern Mutual Life Insurance Company, Milwaukee; Harold B. Groh, President of Wisconsin Telephone Company, Milwaukee; Paul Hassett, Executive Vice President, Wisconsin Manufacturers Association, Milwaukee; Robert Hoffer, President, Wisconsin Gas Company, Milwaukee; Clyde F. Schlueter, President, Employers Insurance Company, Wausau; Donald Kilps, Kilps Inc., Hales Corners; Urban T. Kuechle, President of A. O. Smith Corporation.

John J. Lennon, Jr., District Manager, U.S. Steel Corporation, Milwaukee; Charles Saville, Group Manager, Sears Roebuck and Company, Milwaukee; Clem Schwingle, Chairman, American Appraisal Company, Milwaukee; John G. Quale, President, Wisconsin Electric Power Company, Milwaukee and Donald S. Powers, Vice-President — Purchasing of the West Bend Company.

Although formed in Milwaukee, Wisconsin, CURT recognizing the mobility of the labor market and the degree to which surrounding communities are influenced by Milwaukee's economic climate, decided that CURT's area of interest include the entire state.

CURT provides a forum for the exchange of information and views between contractors and construction users so that the user will have a working knowledge and up-to-the-minute information concerning the labor and manpower problems facing the construction industry in the state.

It intends to unify forces among the various segments of the construction industry since past practices have tended to fragment the industry.

It is seeking the support of every construction user in Wisconsin and it intends to work closely with architects and the suppliers to the building industry.

Membership in Wisconsin Construction Users Roundtable is open to any individual or organization in the state who is directly involved in purchasing any type of construction from contractors in the building industry. There are no dues and application forms may be obtained from CURT, 828 N. Broadway, Milwaukee, Wisconsin 53202.

Among all the above objectives, Wisconsin CURT also intends to inform the public just how the inflationary trends in the construction industry affect, either directly or indirectly, every citizen in every walk of life and that in the end he'll be needed from those who pay the bills — all consumers.

In order to better understand the situation in the construction industry in Wisconsin, we have obtained information from Allied Construction Employers Association, Inc., regarding trends in the industry as developed over the past four years.

The dollar volume of new construction based on Milwaukee, Washington,

Waukesha and Ozaukee counties — as are all other figures — has remained at approximately 1 billion per year and rose to 1.3 billion in 1972. Although this amount is slightly higher in dollar volume actual construction activity was lower in 1972, meaning that less was purchased per dollar. Just to show how inflation besets the construction industry in this state we compared the following:

Overall consumer price cost index in 1964 was 108%, in 1968, 121% and in 1972, 145%. The Dodge Corporation cost index in 1964 listed 112%, in 1968, 128% and 1972, 163%. The construction cost hourly rate index in 1964 was 130%, in 1968, 161% and in 1972 zoomed to 250%.

In 1964 the average hourly manufacturing wage was \$2.81 compared to the hourly carpenter wage and fringe amount of \$4.31. In 1968 the average hourly manufacturing wage rose to \$3.79 compared to \$5.51 in the construction industry.

In 1972 the hourly average manufacturing wage rose to \$4.60 while the average carpenter wage and fringe increased to \$9.41. The selling price per hour in the construction industry was listed in 1964 as \$6.50, in 1968 as \$8.80 and in 1972 as \$15.00.

Considering these figures and all their implications, it becomes clear that the construction industry is in a critical condition and that it is no wonder that the customers of the construction industry, namely the "users," find it necessary to resist these wage demands. The Wisconsin Construction Users Roundtable could eventually be very effective in this process.

NINE WISCONSIN CHAPTER, AIA, MEMBERS RECEIVE APPOINTMENTS TO INSTITUTE COMMITTEES

Joseph G. Durrant, AIA, a principal in the firm of Durrant-Deininger-Dommer-Kramer-Gordon, Watertown, to Architecture for Health Committee.

Royce LaNier, AIA, Madison, executive director of the International Association for Ecology, to the Committee on Urban Planning and Design.

Maynard W. Meyer, FAIA, sole owner of Maynard W. Meyer and Associates, Milwaukee, to the Committee on Urban Planning and Design.

Gordon D. Orr, AIA, campus architect for the University of Wisconsin-Madison, to the Committee on Historic Resources.

Mark A. Pfaller, FAIA, president of Mark F. Pfaller & Associates, Milwaukee, to the Jury of Fellows and to the Committee on Architecture for Health.

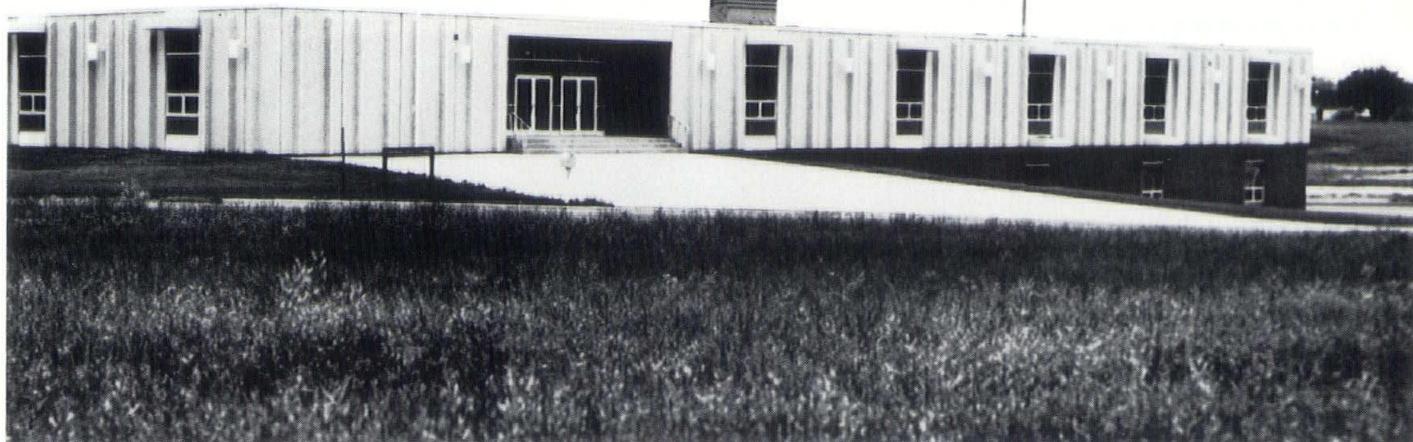
Leonard H. Reinke, AIA, principal in the firm of Irion, Reinke and Associates, Inc., to the Continuing Education Advisory Council.

G. A. D. Schuett, AIA, President of the Wisconsin Chapter, AIA, to the Task Force on Institute Communications. He represents the North Central States.

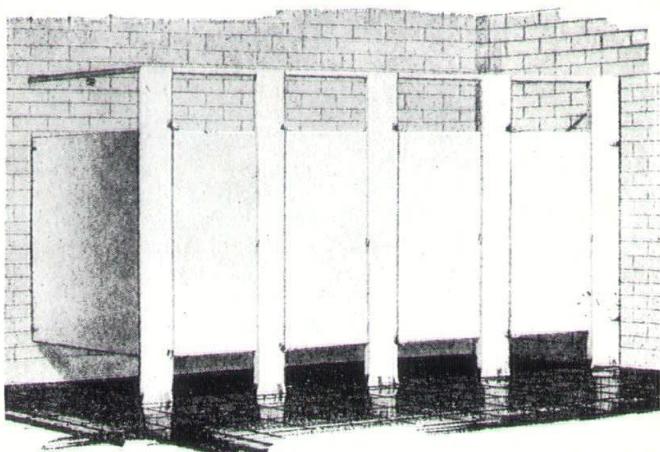
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